

# BASE CAMP



**BASECAMP**

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**BASE  
CAMP**

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# Typography

## 01 . Candal

Application: Titles

Size: 100 px

## 02 . Candal

Application: Sub-heading

Size: 50 px

## 03 . Manrope

Application: Body

Size: 40 px

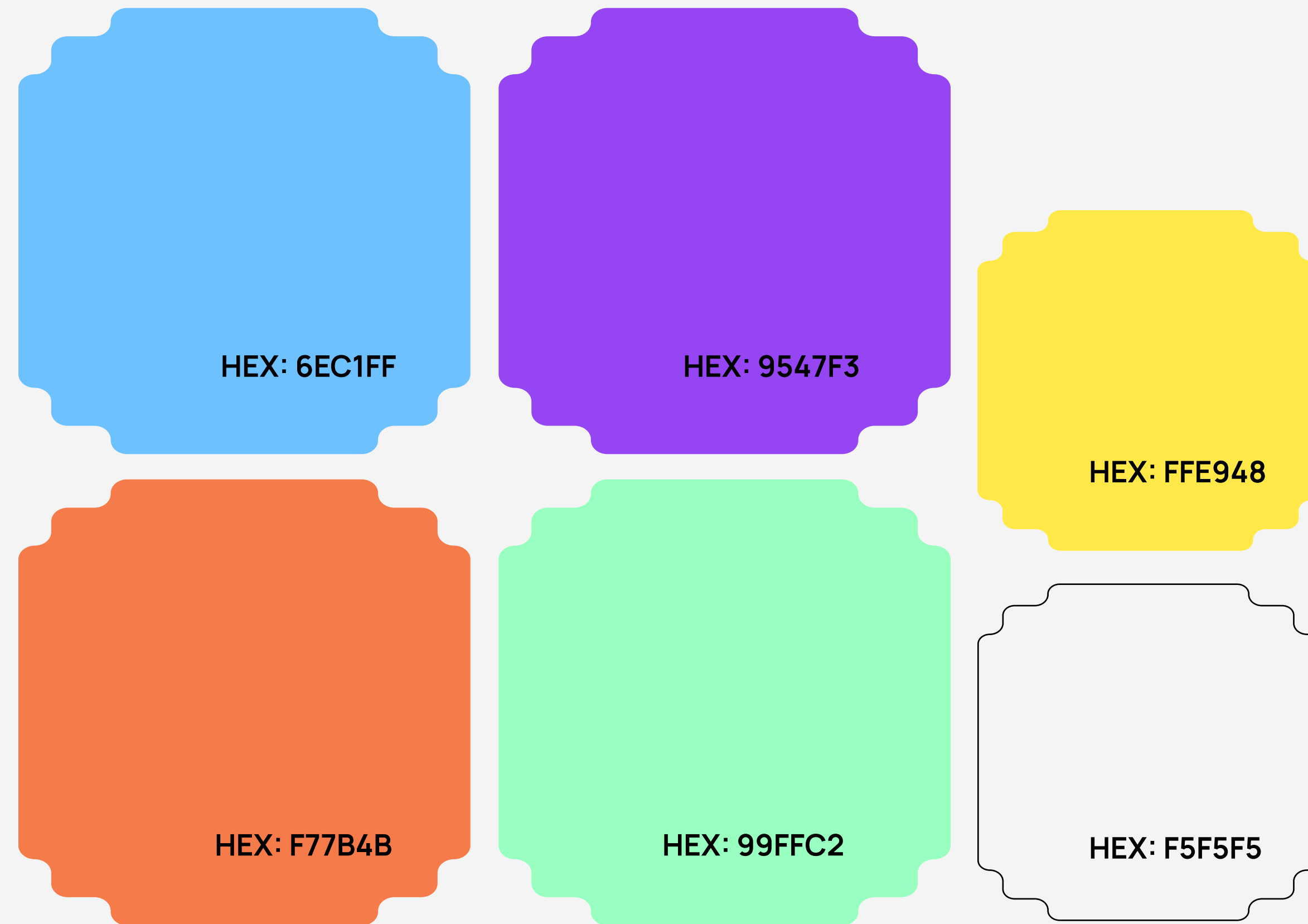
**Building the** (01)  
**frontier**

**The whole ecosystem,** (02)  
**one city, one week.**

Basecamp is woven into (03)  
Bengaluru. It lives in the city's  
parks, its cafes, its iconic  
neighbourhoods.

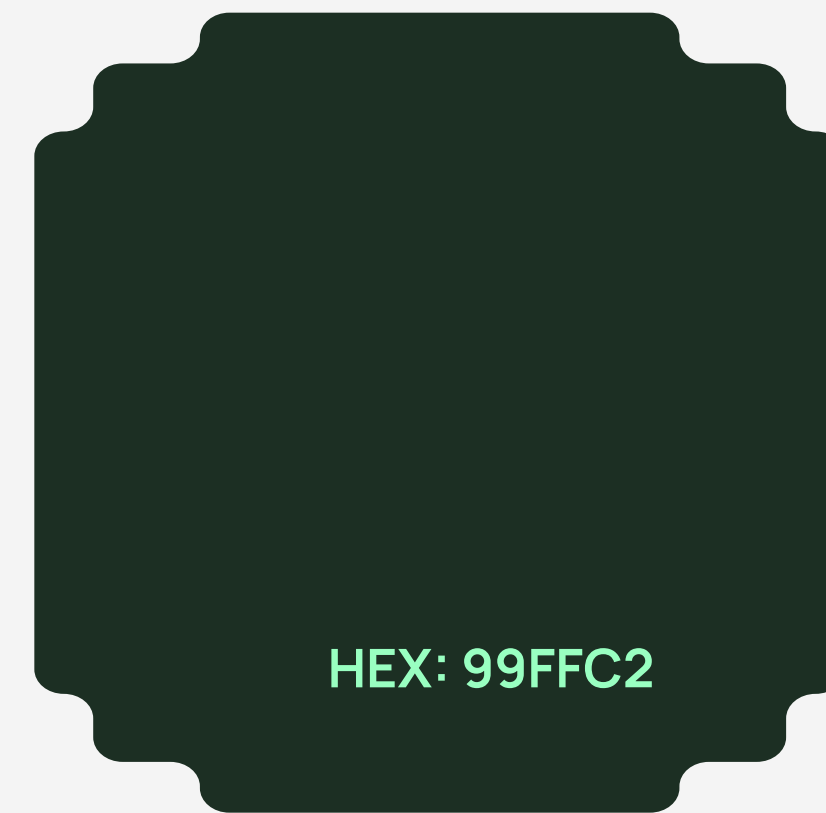
# Colour Palette

The colour palette involves 4 primary and 2 secondary colours.



# Accents

Accents to go with the respective primary shades, to be used for text / in need of darker elements on these shades.



# Colour Pairing

Colour pairings to be used with an 80-20 rule with one colour always being dominant.

